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UNITED STATES DEPARTMENT OF AGRICULTURE  
Office of Information

April 26, 1946

reserve

FAMINE CAMPAIGN INFORMATION INVENTORY  
March 22 to April 25

General

Our Hungry World, a country-by-country food supply roundup, is ready for distribution to field workers and organizations.

The text of the Pope's famine address has been sent to State managers and agency information workers. Special material from Protestant and Jewish groups are being sent to field workers.

Facts about America's 80% Extraction Flour, a 3-page question and answer piece, has been distributed to the field and to organizations and national media.

Children Are Hungry, an article appearing in THE CHILD, Children's Bureau monthly, is being reprinted for distribution to field offices.

Revision of How Homemakers Can Help Save Food to Fight Famine has been distributed to field workers, organizations and media outlets.

Wheat Certificate Plan informational materials (spot announcements, scripts, news stories, and questions and answers) have been distributed to State offices of PMA for use of State, county and community committeemen in wheat areas.

Answers to campaign questions, a discussion of many of the issues that have come up so far during the campaign, is in preparation.

A famine campaign handbook for the use of campaign workers is in preparation and will soon be ready for distribution.

Statements on plentiful foods (eggs, poultry, fish, fruits, and vegetables) have been distributed to field workers.

Famine Campaign Roundup, a compilation of background material for campaign workers, is issued weekly to State managers and other famine campaign workers.

Four thousand copies of BHNHE fact sheet were supplied to the United Nations Forum for distribution at the food rally in Constitution Hall April 16.

World-wide reports on the famine emergency, a photostat of newspaper reports from famine areas, has been sent to field workers.

"Dear Mr. President," excerpts from letters written to President Truman by hungry people abroad, have been distributed to field workers.

A statement has been sent to PMA offices on WFO No. 1 (return of unsold bread).

Background information on the feed restriction order is in preparation.

Special school lunch materials have been distributed tying into the famine campaign.

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PMA's five Area Information Offices have provided famine emergency kits for use in the States. Included in the kits: special broadcast scripts, press releases, etc. Their work with trade groups has resulted in a number of posters which have been prepared, paid for and distributed by the trade.

REA has sent a letter to all REA borrowers urging full support of the famine program.

Summary of public opinion polls on famine is being prepared for distribution to field.

The Forest Service has sent 1,000 fact sheets on the Famine Emergency Campaign to forest rangers. A letter asked the rangers to contact lumber camps on food conservation measures.

Advertising Council's "Campaign Guide" is being distributed to USDA field people as well as to advertisers.

A letter has been sent from Secretary Anderson to members of Congress asking their support in carrying the famine message to homes of America.

Famine radio broadcast speeches by Truman, Anderson, LaGuardia, and Hoover are being sent to field workers.

#### Visual

Famine photographs are being enlarged for display on the Victory Garden Train.

Pictographs dramatizing wheat need and use are being prepared.

Displays are being provided for the Commerce Department rally on Victory Gardens.

Car cards are being prepared for May: 1,900 on fats and 1,900 on wheat.

Displays are being prepared for use at conventions.

A slide film is in preparation for use at meetings.

A poster carrying a message from Truman on food conservation is being printed and is expected off the presses the first week in May. Distribution includes: OPA's mailing list to retail stores, Office of Education list to all school superintendents, American Bankers Association list to member banks, Post Office list to first to fourth class postoffices, National Hairdressers and Cosmetologists Association list, USDA field agencies, and citizens organizations.

#### Famine Movies

Shipments of the 500 prints of FREEDOM AND FAMINE, and 300 prints of SUFFER LITTLE CHILDREN, two famine movies being distributed by USDA for the FEC, have been made to State managers and cooperating film libraries.

Flyers promoting the films have been sent to film libraries, State managers, USDA field agencies and citizens organizations.

A fact sheet for use of people who will show the films has been distributed to all film libraries and State offices.

A 3-minute trailer, introduced by Secretary Anderson and showing the need for food by the children of the world, is being processed and will be attached to all food films distributed by film libraries.

This Department, as well as other government agencies, will soon be showing the two famine movies and the 3-minute trailer at 11 to 1 o'clock for a week's time for the benefit of employees.

#### USDA Periodicals

All USDA periodical publications have carried stories and pictures about the Famine Emergency Program. Here are examples:

\*\*\*Consumers Guide had a story in April, has a conservation picture on the cover and three stories in May. Reprints of these articles and pictures will be obtained for wide distribution to field offices and citizens organizations.

\*\*\*Serving Many, distributed to plant cafeterias, is issuing a special edition.

\*\*\*USDA, published fortnightly for distribution to USDA employees, carried stories on the emergency food office organization and a summary of famine campaign actions.

\*\*\*REA News which comes out the first week of May will carry a story, as well as a front cover, on the famine campaign.

\*\*\*The REA news letter TOPICS which goes to REA borrowers who make up local news letters for members carried a story explaining the campaign.

\*\*\*Food Information Calendar has been devoted almost exclusively to famine campaign information.

\*\*\*Extension's letters to Extension Directors and Extension Editors weekly gives a roundup of famine campaign developments.

\*\*\*The Agricultural Situation included articles summarizing the food and feed situation, production and conservation measures being undertaken.

#### Industry

A letter on home canning is being sent to jar manufacturers.

Two wires have been sent to the National Restaurant Association and to the American Hotel Association -- one reporting on the expressions of members of the Famine Emergency Committee regarding the apparent failure of many restaurants and hotels so far to cooperate in the emergency program, the other asking the associations to intensify their efforts not only by food conservation in their own establishments but also by emphasizing this message to the public.

Specific 7-point programs for food manufacturers, wholesalers, and retailers have been sent out. In addition to national association coverage and contacts with

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individual food manufacturers, the State Emergency Food Program Managers have been asked to contact State and local associations and key operators, emphasizing the 7-point-retailer program. Another communication was sent to the State Managers stressing personal contact and follow-up relative to the 7-point program.

A fact sheet on the currently "Plentiful Fruits and Vegetables" is going to all national distributive trade and public eating place associations.

Help Fight Famine, a 4-page illustrated leaflet giving specific ways in which public eating places can participate in the famine program has been distributed down association lines and to Food Distribution Committees.

A special 2-page supplement to the 4-page Help Fight Famine leaflet, designed for railroad dining car superintendents, is off the press and copies were flown to St. Louis for a meeting of Association of American Railroad Dining Car Officers.

Personal contacts are being made with executive officers of national associations of drugstores, taverns, variety stores, and other food service establishments in New York and Chicago to see what actions have been taken and to assist in working out specific programs for intensifying their campaign efforts.

A conservation poster copy and artwork has been supplied the Washington Restaurant Association. Sample copies have been mailed by the Association to all State and local restaurant associations in the U. S. so they may obtain their own reprints. Copies also were sent to government chairmen of 175 local Food Distribution Advisory Committees.

#### Publications and leaflets

The "Cut Food Waste" leaflet is being revised for huge distribution throughout the country.

A list of available publications has been distributed to all field people. The list shows publications available for use in the Famine Emergency Campaign, publications issued during the war but that are still good.

#### Community Action Material

A packet showing how the District of Columbia community action program was planned and put into operation is being prepared for distribution to Mayors, State managers and organization leaders.

A letter from Chester Davis is being sent to Mayors of cities over 5,000 population asking their cooperation in organizing community famine campaigns. The letters enclosed background informational material.

#### Victory Gardens

The National Garden Conference recommendations and the message from Truman have been sent to magazines, advertisers, industry groups, PMA field offices, Extension State offices, press, commentators, and the following groups: church, education, women's, civic, labor, youth, patriotic, welfare, farmer, consumer, men's, and business.

All speeches and committee recommendations of the garden conference have been condensed for distribution to those attending the conference and to other limited groups.

Governors have been asked by wire to give timely push to garden program.

Arrangements have been completed for a Victory Garden Train.

#### CITIZENS' ORGANIZATIONS

Work with national citizens' organizations has been organized with creation of an inter-agency committee to see that all groups are contacted and kept informed on campaign developments.

Agencies represented on the committee are: USDA, Office of Education, Labor Department, Office of War Mobilization and Reconversion, Department of Commerce, and State Department. American Red Cross is also participating.

The group laid plans for follow-up contacts with headquarters of national organizations of civic, consumer, youth, patriotic, labor, welfare, farm, church, and business groups. Many of these organizations have already been contacted nationally and reports from the States indicate extensive progress there. Quite a few organizations have launched vigorous programs in cooperation with the famine campaign. The follow-up work therefore aims to make sure all groups are covered nationally and to supply all groups with current campaign material. This material will consist of such campaign aids as a leaders' handbook, speakers' list, movie flyers, reprints from the Consumers' Guide, a poster, a suggested window sticker, a consumer leaflet, a suggested pledge, and specific suggestions for individual group activities.

Further plans for coordinating the organization contact work now under way in the States with that done nationally are being completed.

Highlight of recent organization activities has been the completion of arrangements with the American Red Cross which has agreed to take the famine message into 22,000,000 American homes. This is being done through the financing and distribution of check lists through approximately 140,000 schools. The Red Cross hopes to have these check lists beginning to go into American homes by the end of this month. In addition, the organization is planning other activities in behalf of the famine campaign.

Work has also gone forward with religious groups. For example, arrangements have been made with the Federal Council of Churches to help schedule a famine campaign speaker on the programs of meetings held currently by member groups. Also, arrangements have been completed to present the famine story at Thursday's meeting of the National Catholic Welfare Conference. Representatives of the Council of Synagogues are preparing a letter about the famine program for distribution to all member rabbis, and contacts are being made with the B'nai B'rith.

In the North Dakota-Montana area where most of the wheat on farms is located, Catholic priests and Protestant ministers, starting this weekend, will preach sermons urging farmers to turn in the wheat.



Press (other than press releases announcing administrative actions)

Story issued on campaign slogans submitted by public.

Story being prepared on nutritional values of garden products and need for preservation.

Urgency of garden planting stressed in story.

Special adaptations of famine stories and pictures being sent to Sunday features and weekly magazines.

A set of 5 pictures on the do's and don'ts of fats and oils conservation and another set on wheat conservation have been submitted to newspapers, magazines, and syndicates.

A picture feature on how wheat is handled while en route to foreign destinations has been released.

Coast Guard pictures have been obtained for release showing how wheat is handled abroad.

Pictures of North Dakota wheat moving from farm to elevator are being prepared for release.

Seven pictures showing condition of people abroad have been sent to State offices and are being offered national picture outlets.

A picture feature has been prepared showing typical meals in the U. S. and in four famine countries (for Life Magazine).

Special stories are being supplied to the foreign language press.

Famine campaign information has been carried regularly in the following regular services to the press: Food and Home Notes which goes weekly to editors of women's pages, the weekly letter to farm editors, the service to the Negro Press, the Press Service Clipsheet, etc.

A picture feature telling the story of how potatoes may pinch hit for wheat has been submitted to magazines and newspapers.

A picture feature showing how spuds save wheat for the starving nations has been submitted to women's page editors.

The following newspaper mats for distribution through State managers are being processed: (a) Three-year-old victim of hunger, picture of a Yugoslav child; (b) world food needs and supplies, a pictograph on wheat, rice, fats and oils and sugar; (c) per capita food consumption in calories, a bar chart by countries. In preparation are a one-column mat of the campaign emblem (also in smaller size for use in letters) and a two-column mat of a famine cartoon. Other mats are planned.



USDA's Clip Sheet, "Fat Salvage Information," is being slanted to stress the need for re-using fats as much as possible before salvaging. The Clip Sheet is supplied to newspapers.

American City Magazine, published in New York, has been supplied an article on the food program together with pictures for use in an early issue.

An article on the food situation by Secretary Anderson has been supplied the Philadelphia Inquirer.

Picture indexes of Office of Information photo features have been sent to State managers.

### Radio

The Department's three network shows continue to carry news reports and special features in connection with the famine campaign every Saturday. These programs are the National Farm and Home Hour over NBC, The American Farmer over ABC, and Consumer Time over NBC. As examples of special famine campaign features, N. E. Dodd, M. E. Thatcher, and Tom Campbell discussed the wheat purchase program over ABC's American Farmer Program. Mardickian, owner of the Omar Khayyam restaurants, gave a talk as part of one Consumer Time program.

Examples of other special radio activities:

Six 15-minute radio programs on behalf of the Famine Emergency Campaign were presented over WINX during the week of April 8. Transcriptions of the broadcasts were sent by Eugene Meyer to all member stations of the National Association of Broadcasters.

John Baker represented USDA on a special program inaugurating a farm program series over WEAf, New York, April 1. He reported on food conservation, garden and food production programs.

During the USDA's national garden conference, delegates attending the conference appeared on the following radio programs in behalf of the victory garden program: WRC's garden program, WOL news program, WTOP homemakers program, KMA (Shenandoah, Iowa) farm program, National Farm and Home Hour.

Dramatized spot announcements of the famine campaign are being transcribed and distributed to all radio stations.

Secretary Anderson, Chester Davis and other officials have given famine campaign talks for broadcast on several occasions.

In addition to the network shows and the special broadcasts, the regular USDA services to radio stations have stressed famine campaign developments. These Services include:

RFD LETTER, a weekly roundup of news developments, sent to radio farm directors.

RADIO ROUNDUP, goes to directors of women's radio programs.

GOOD EATING, a series of items supplied the United Press.

FARM FLASHES, radio releases supplied to radio stations through State Extension editors.

HOMEMAKERS CHATS, radio releases on homemaker subjects supplied to radio stations direct and through State Extension editors.

NEWS SERVICE for International News Service, items of news whenever available are supplied to INS.

A similar service is provided to PA.

FOOD AND FARM NEWS, a weekly script service which goes from regional PMA offices in the 5 regions to about 600 stations.

TRANSCRIPTIONS for Mississippi Valley Network, supplied weekly for regular Saturday morning program in midwest.

TIMELY FARM TOPICS, a transcription service supplied to stations throughout the country.

#### Magazines

The following magazines are known either to have had or will have features on the food emergency from one or many angles:

Life, Look, This Week, Collier's, Ladies Home Journal, Woman's Home Companion, McCall's, The American, Redbook, Forecast, Practical Home Economics, What's New in Home Economics, Junior Bazaar (Junior Edition of Harper's Bazaar), Seventeen, Family Circle, True Story, Parents, Rotarian, Today's Woman, Woman's Day, American Home, Ideal Publications (Personal Romances), Dell Publications (Modern Magazines), Printer's Ink, Sat. Review Literature (for the New M. Field magazine). This list is by no means complete; it only includes some of the magazines that have been contacted or supplied with specific information. However, practically every magazine, including many organization and house organs, will be doing something.

Also, different magazines handle the subject in different ways: the women's magazines are most likely to do it through their food pages. But they may also run some feature stories. Some of them will have stories in several issues. Some of them will double up on it through their garden material.

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